

FOR WIRE TRANSMISSION 8:30 A.M. ET, Friday, October 12, 2001.

Special notice: Because of the terrorist attacks of September 11, the Census Bureau altered an option in its seasonal adjustment procedures to produce the seasonally adjusted data for the September release. This alteration ensured that the published seasonally adjusted values fully included the effects of the attacks and eliminated the distortion that September's untypical events would otherwise have had on seasonal factors for September and surrounding months. The seasonal adjustment option was used whenever, for a kind of business covered by this report, the appropriate statistical test showed that the unadjusted September value was not in a typical range. For technical details, see <http://www.census.gov/svsd/www/advtable.html>.

**ADVANCE MONTHLY SALES FOR RETAIL AND FOOD SERVICES
SEPTEMBER 2001**

The Census Bureau of the Department of Commerce announced today that advance estimates of U.S. retail and food services sales for September, adjusted for seasonal, holiday, and trading-day differences, but not for price changes, were \$286.5 billion, a decrease of 2.4 percent ($\pm 1.0\%$) from the previous month, but up 0.2 percent ($\pm 1.7\%$) from September 2000. Total sales for the July through September period were up 2.4 percent ($\pm 1.5\%$) from the same period a year ago. The July to August 2001 percent change was revised from +0.3 percent ($\pm 1.0\%$) to +0.4 percent ($\pm 0.2\%$).

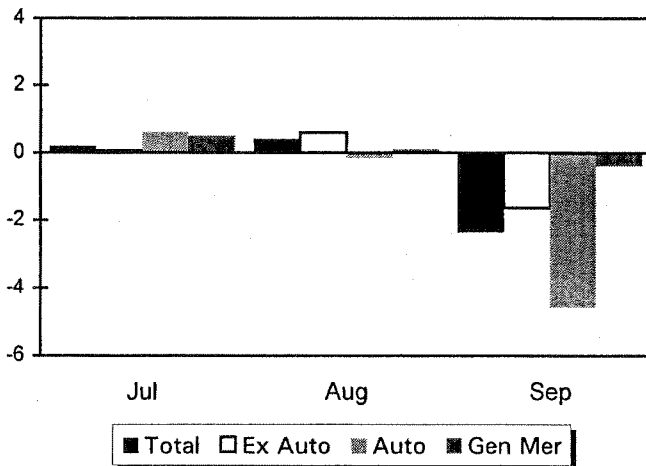
Retail trade sales were down 2.1 percent ($\pm 1.0\%$) from August, but were 0.1 percent ($\pm 1.7\%$) above last year. Health and personal care stores were up 8.0 percent ($\pm 3.6\%$) from last year and sales of building materials and garden equipment and supplies dealers increased 5.4 percent ($\pm 5.9\%$) from September a year ago. Clothing and clothing accessories were 6.6 percent ($\pm 3.5\%$) below September 2000 and motor vehicle and parts dealers were down 1.7 percent ($\pm 3.5\%$) from last year.

The advance estimates are based on a small subsample of the Bureau's full retail and food services sample. Estimates from the advance and the subsequent full survey can differ because of the earlier reporting in the advance and because of sampling variability present in both surveys.

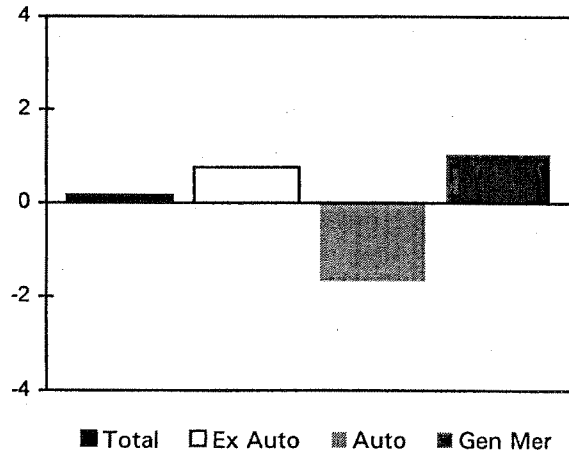
Percent Change in Retail and Food Services Sales

(Data adjusted for seasonal, holiday, and trading-day differences, but not for price changes)

From Previous Month



From Previous Year



The Advance Monthly Sales for Retail and Food Services for October is scheduled to be released November 14, 2001 at 8:30 a.m.

Address inquiries concerning this report to Scott Scheleur, Service Sector Statistics Division, U.S. Census Bureau, Washington, DC 20233. Telephone: 301-457-2713 or 301-457-2666.

This report is available the day of issue through the Department of Commerce's online Economic Bulletin Board. For information call 202-482-1986. The data are also available on the Internet - <http://www.census.gov/svsd/www/advtable.html>.

Table 1. Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business

(In Millions of Dollars and Annual Percent Change)

NAICS code	Kind of Business	Not Adjusted						Adjusted ¹					
		9 month total		2001			2000		2001			2000	
		2001	% Chg. 2000	Sept. ² (a)	Aug. (p)	July (r)	Sept.	Aug.	Sept. ² (a)	Aug. (p)	July (r)	Sept. (r)	Aug. (r)
	Retail & food services,												
	total	2,563,470	2.8	272,896	306,951	289,950	278,259	293,608	286,515	293,435	292,228	286,055	282,905
	Total (excl. motor vehicle & parts) ...	1,908,052	3.0	207,019	227,704	215,377	208,946	218,245	217,505	221,123	219,805	215,866	213,895
	Retail	2,323,701	2.6	247,377	278,246	282,007	252,542	267,010	260,660	266,201	265,308	260,286	257,501
	GAFO ³	(*)	(*)	(*)	77,344	68,960	69,380	74,224	(*)	75,388	75,071	74,219	73,405
441	Motor vehicle & parts dealers	655,418	2.0	65,877	79,247	74,573	69,313	75,363	69,010	72,312	72,423	70,189	69,010
4411, 4412	Auto & other motor veh. dealers ..	600,226	2.3	59,981	72,431	68,158	62,934	68,582	63,072	66,087	66,237	63,892	62,862
44111	New car dealers	(*)	(*)	(*)	62,040	57,600	54,472	59,349	(NA)	(NA)	(NA)	(NA)	(NA)
4413	Auto parts, acc. & tire stores.....	(*)	(*)	(*)	6,816	6,415	6,379	6,781	(NA)	(NA)	(NA)	(NA)	(NA)
442	Furniture & home furn. stores	66,484	-0.7	7,235	8,021	7,510	7,587	8,035	7,536	7,654	7,648	7,710	7,704
4421	Furniture stores	(*)	(*)	(*)	4,268	4,045	4,125	4,266	(NA)	(NA)	(NA)	(NA)	(NA)
4422	Home furnishings stores	(*)	(*)	(*)	3,753	3,465	3,462	3,769	(NA)	(NA)	(NA)	(NA)	(NA)
443	Electronics & appliance stores	60,595	-2.1	6,599	7,452	6,789	6,940	7,264	7,190	7,312	7,247	7,397	7,191
44311, 13	Appl., T.V. & camera.....	(*)	(*)	(*)	5,316	4,871	4,664	5,014	(*)	5,248	5,193	5,103	5,004
44312	Computer & software stores.....	(*)	(*)	(*)	2,136	1,918	2,276	2,250	(*)	2,064	2,054	2,294	2,187
444	Building material & garden eq. & supplies dealers	221,853	5.4	23,498	26,271	25,980	22,839	24,468	24,232	24,778	24,516	22,982	23,041
4441	Building mat. & sup. dealers	(*)	(*)	(*)	23,761	23,027	20,191	21,786	(*)	21,779	21,361	19,776	19,878
445	Food & beverage stores	355,077	3.3	39,406	41,278	40,711	38,573	39,662	40,365	40,199	40,048	38,987	38,933
4451	Grocery stores	321,972	3.0	35,758	37,326	36,767	35,032	36,026	36,488	36,309	36,152	35,315	35,285
4453	Beer, wine & liquor stores	(*)	(*)	(*)	2,576	2,540	2,377	2,441	(*)	2,503	2,510	2,430	2,426
446	Health & personal care stores	125,936	8.6	13,603	14,518	13,967	12,857	13,281	14,611	14,489	14,444	13,534	13,375
44611	Pharmacies & drug stores	(*)	(*)	(*)	12,409	11,985	10,910	11,264	(*)	12,484	12,471	11,521	11,447
447	Gasoline stations	184,681	1.1	20,362	21,434	20,915	21,094	21,644	20,547	19,957	19,843	20,864	20,400
448	Clothing & clothing accessories stores	115,786	1.4	12,341	14,993	12,765	13,464	14,674	13,361	14,200	14,329	14,309	14,119
44811	Men's clothing stores	(*)	(*)	(*)	900	759	845	883	(*)	887	877	905	889
44812	Women's clothing stores	(*)	(*)	(*)	2,674	2,298	2,730	2,711	(*)	2,634	2,602	2,783	2,722
44814	Family clothing stores	(*)	(*)	(*)	5,141	4,464	4,488	4,981	(NA)	(NA)	(NA)	(NA)	(NA)
4482	Shoe stores	(*)	(*)	(*)	2,328	1,819	1,791	2,284	(*)	1,852	1,888	1,848	1,848
451	Sporting goods, hobby, book & music stores	58,727	8.0	6,823	7,752	6,462	6,482	6,872	7,321	7,432	7,211	6,810	6,636
452	General merchandise stores	286,263	2.5	31,503	35,088	32,191	31,420	33,722	34,810	34,948	34,914	34,452	34,236
4521	Department stores (ex. L.D.).....	159,777	-0.3	17,246	19,719	17,585	18,064	19,396	19,306	19,615	19,618	19,975	19,771
4521	Department stores (incl. L.D.) ⁴	(*)	(*)	(*)	20,097	17,916	18,441	19,801	(*)	(NA)	(NA)	(NA)	(NA)
4529	Other general merch. stores.....	(*)	(*)	(*)	15,369	14,606	13,358	14,326	(*)	15,333	15,296	14,477	14,465
45291	Warehouse clubs & superstores	(*)	(*)	(*)	12,215	11,558	10,669	11,482	(*)	12,166	12,128	11,572	11,586
45299	All oth. gen. merch. stores.....	(*)	(*)	(*)	3,154	3,048	2,687	2,844	(*)	3,167	3,168	2,905	2,879
453	Miscellaneous store retailers	81,453	2.9	8,885	9,887	9,070	8,880	9,167	9,434	9,616	9,517	9,124	8,902
454	Nonstore retailers	111,428	-2.1	11,245	12,305	11,074	13,093	12,858	12,243	13,304	13,168	13,928	13,954
4541	Elect. shopping & m/o houses ...	(*)	(*)	(*)	8,835	8,057	9,073	8,970	(*)	9,359	9,282	9,363	9,492
722	Food services & drinking places ...	239,769	4.4	25,519	28,705	27,943	25,717	26,598	25,855	27,234	26,920	25,769	25,404

(*) Advance estimates are not available from the subsample panel for these business classifications.

(NA) Not available. (a) Advance estimates. (p) Preliminary. (r) Revised.

Note: Totals include data for business classifications not shown separately.

(1) Data are concurrently adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes. Concurrent seasonal adjustment uses all available unadjusted estimates as input to the X-12-ARIMA program and the factors derived from the program are used in calculating all seasonally adjusted data shown in this publication. Factors and explanatory material are released on the Internet at <http://www.census.gov/mrts/www/mrts.html>.

(2) Advance estimates are based on early reporting by a small subsample of the full survey panel. All other estimates are based on the full sample.

(3) GAFO represents stores which specialize in department store types of merchandise (furniture & home furnishings (442), electronics & appliances(443), clothing & accessories(448), sporting goods, hobby, book, music (451), general merchandise(452), office supplies, stationery, and gift stores(4532)).

(4) Includes data for leased departments operated within department stores. Data for this line not included in broader kind-of-business totals.

Table 2. Percent Change in Estimated Advance Monthly Sales for Retail and Food Services, by Kind of Business

(Adjusted for seasonal variations, holiday, and trading-day differences, but not for price changes)

NAICS code	Kind of Business	Percent Change ¹					
		Sept. 2001 Advance from --		Aug. 2001 Preliminary from --		Jul. 2001 through Sept. 2001 from --	
		Aug. 2001 (p)	Sept. 2000 (r)	Jul. 2001 (r)	Aug. 2000 (r)	Apr. 2001 through Jun. 2001	Jul. 2000 through Sept. 2000
	Retail & food services, total	-2.4	0.2	0.4	3.7	-0.3	2.4
	Total (excl. motor vehicle & parts)	-1.6	0.8	0.6	3.4	-0.1	2.3
	Retail	-2.1	0.1	0.3	3.4	-0.3	2.2
441	Motor vehicle & parts dealers	-4.6	-1.7	-0.2	4.8	-0.6	2.6
4411, 4412	Auto & other motor veh. dealers	-4.6	-1.3	-0.2	5.1	-0.6	2.9
442	Furniture & home furn. stores	-1.5	-2.3	0.1	-0.6	-0.2	-1.4
443	Electronics & appliance stores	-1.7	-2.8	0.9	1.7	1.4	0.0
444	Building material & garden eq. & supplies dealers.....	-2.2	5.4	1.1	7.5	-0.6	6.7
445	Food & beverage stores.....	0.4	3.5	0.4	3.3	0.9	3.2
4451	Grocery stores	0.5	3.3	0.4	2.9	0.8	2.9
446	Health & personal care stores	0.8	8.0	0.3	8.3	2.3	8.5
447	Gasoline stations	3.0	-1.5	0.6	-2.2	-4.5	-2.5
448	Clothing & clothing accessories stores	-5.9	-6.6	-0.9	0.6	-1.7	-0.9
451	Sporting goods, hobby, book & music stores.....	-1.5	7.5	3.1	12.0	3.7	8.8
452	General merchandise stores.....	-0.4	1.0	0.1	2.1	0.3	1.7
4521	Department stores (ex. L.D.).....	-1.6	-3.3	0.0	-0.8	-1.2	-1.7
453	Miscellaneous store retailers	-1.9	3.4	1.0	8.0	0.8	5.6
454	Nonstore retailers	-8.0	-12.1	1.0	-4.7	-1.5	-6.9
722	Food services & drinking places	-5.1	0.3	1.2	7.2	0.1	4.1

(p) Preliminary. (r) Revised.

(1) Percent change rounded to nearest tenth.

Official Business

Penalty for Private Use, \$300

Reliability of Estimates

The Advance estimates are based on a small subsample of the Bureau's full retail sales sample. Estimates from the Advance and the subsequent full survey can differ because of the earlier reporting in the Advance and because of sampling variability present in each survey. The margin of sampling error, as used on page 1, gives a range about the estimate which is a 90% confidence interval. If, for example, the trend estimate is +1.2% and the standard error is 0.9%, then the margin of sampling error is $\pm 1.65 \times 0.9\%$ or $\pm 1.5\%$, and the 90% confidence interval is -0.3% to +2.7%. If the interval contains 0, it is uncertain whether there was an increase or decrease. For monthly level, the coefficient of variation (CV) is given. The resulting confidence interval is the estimated value $\pm 1.65 \times CV \times$ (the estimated value). Estimates of sampling variability are given in Table 3.

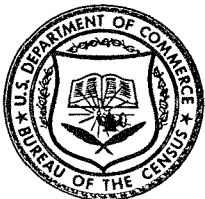
coverage of the universe of retail businesses, and response errors. Additionally, estimates of sales prior to March 2001 have been restated from SIC-based estimates. The restatement methodology may have introduced additional nonsampling error. Precautionary steps are taken to minimize nonsampling errors, but their magnitude is not directly measured.

Preliminary estimates for the current month and final estimates for the previous month based on the full sample will be published next month in the Monthly Retail Trade Report. This report will provide sales estimates in greater detail and additional measures of sampling variability. It will also present a description of revisions, the techniques used in developing the estimates, and an explanation of confidence intervals and sampling variability (Appendix B, Reliability of Estimates).

Estimates from the Advance and the full survey are subject to nonsampling errors. Such errors can occur because of nonresponse, insufficient

Table 3. Measures of Variability of and Revision to Advance Estimates for Level and Trend

NAICS Code	Kind of Business	Level of sales: Median CV ⁽²⁾ for Current Mo. (%)	Trend (percent change): Median standard error ⁽²⁾ for			Revision for month- to-month change ⁽¹⁾	
			Current Mo. to Previous Mo.	Current Qtr. to Previous Qtr.	Current Mo. to Current Mo. Last Yr.	Average revision	Median absolute revision
	Retail & food services,						
	total	0.8	0.6	0.9	1.0	0.1	0.2
	Total (excl. motor vehicle & parts) ..	0.9	0.6	1.0	1.0	0.0	0.2
	Retail	0.9	0.6	0.9	1.0	0.1	0.2
441	Motor vehicle & parts dealers	1.8	1.5	1.7	2.1	0.3	0.5
4411, 4412	Auto & other motor veh. dealers ..	1.9	1.6	1.8	2.3	0.3	0.5
442	Furniture & home furn. stores.....	4.1	2.0	4.9	5.0	0.0	0.4
443	Electronics & appliance stores	1.3	0.8	1.7	1.6	0.2	0.3
444	Building material & garden eq. &... supplies dealers.....	3.1	2.1	3.4	3.6	0.0	0.5
445	Food & beverage stores.....	0.7	0.4	0.8	0.8	0.1	0.3
4451	Grocery stores	0.8	0.2	0.9	0.9	0.1	0.2
446	Health & personal care stores	2.1	0.4	2.2	2.2	0.0	0.4
447	Gasoline stations	2.4	1.5	2.7	2.9	-0.3	0.7
448	Clothing & clothing accessories stores	1.8	1.3	2.2	2.1	-0.1	0.6
451	Sporting goods, hobby, book & music stores.....	2.7	1.4	3.7	3.1	0.4	1.1
452	General merchandise stores.....	0.3	0.1	0.3	0.3	-0.1	0.4
4521	Department stores (ex. L.D.).....	0.0	0.0	0.0	0.0	-0.2	0.4
453	Miscellaneous store retailers	7.0	4.8	8.1	11.9	0.5	0.9
454	Nonstore retailers	4.8	2.5	6.2	5.7	-0.1	0.5
722	Food services & drinking places ..	2.4	1.5	2.4	2.8	0.2	0.5



(1) These columns measure the difference between the estimates of trend for the same pair of data months, i.e. the difference between the Advance/Preliminary ratio and the Preliminary/Final ratio estimates. These revisions combine data from the SIC-based and NAICS-based samples.

(2) Medians are based on the period February 2001 to present.